

## REMARKS

This communication is responsive to the Final Office Action of the parent application dated February 19, 1999. Claims 1-8, 14-16 and 20-30 were rejected under either 35 U.S.C. §102 as being anticipated by Knee (USP 5,589,892) or under 35 U.S.C. §103 as being obvious in view of Knee in combination with either Hidary (USP 5,778,181) or Clanton (USP 5,745,710).

In response, Applicants have cancelled claims 1-8, 14-16 and 20-30, rendering the Examiner's rejections moot, and present new claims 31-42 for examination.

All new claims are fully supported by the original disclosure (see e.g. page 14, line 13 – page 15, line 5 of the specification). No new matter has been added.

New independent claims 31, 34, 36, 37, 40, and 42 all include the limitation of a GUI for presenting data associated with entertainment program, including a *multi-media identifier* that *corresponds to either a critique, theme song or a video clip of the entertainment program*.

While Knee teaches an electronic programming guide with a graphical user interface, a thorough reading of Knee shows that its teaching is confined to conventional graphical interfaces where the graphical icons correspond to conventional textual and/or graphics displays. In particular, Applicants have carefully analyzed the teachings associated with each Figure where at least one graphical icon is shown, i.e. Fig. 5-6, 6a, 7-12, 12a, 13-24, 24a, 25-28, 28a, 29-35, 37-38, 38a-38b, 39-40, 40a-40e, 41, 43a-43e, 44-46, 48-57. None of the illustrated graphical icons correspond to either *a critique, a theme song or a video clip of the entertainment program*, to be rendered upon selection of the graphical icon, as required by claims 31, 34, 36, 37, 40, and 42.

Accordingly, claims 31, 34, 36, 37, 40, and 42 are not anticipated by Knee.

A thorough reading of Knee also did not find any teachings that suggest in lieu of generating additional conventional textual/graphical displays, the graphical icons may be

associated with *a critique, a theme song or a video clip of the entertainment program* to be rendered upon selection of the icon. Therefore, claims 31, 34, 36, 37, 40, and 42 are not obvious in view of Knee either. Hidary and Clanton, individually or in combination, do not remedy the above discussed deficiencies of Knee. Therefore, claims 31, 34, 36, 37, 40, and 42 are not obvious in view of Knee in combination with Hidary/Clanton.

Therefore, claims 31, 34, 36, 37, 40, and 42 are patentable over the cited references. By virtual of at least their dependency on at least one of these claims, claims 32-33, 35, 38-39 and 41 are also patentable over the cited references.

In view of the foregoing, allowance of claims 31-42, and early issuance of Notice of Allowance is respectfully requested.

Should any additional fees be required for the this filing, please charged them to Deposit Account Number 02-2666.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

Dated: August 11, 1999



Aloysius T.C. AuYeung  
Registration No.: 35,432  
Attorney for Applicants  
(503) 684-6200

Mailing Address:  
12400 Wilshire Boulevard  
Seventh Floor  
Los Angeles, California 90025